<u>IN THE CLAIMS:</u>

Please cancel claims 1 - 2, 5, 13, 17, and 19 - 21. Please add new claims 22 and 23. Please amend claims 3, 4, 6, 14, and 15 as follows:

Claims 1 - 2 (cancelled).

3. (currently amended) The system according to claim [[2]] <u>23</u>, wherein each of the plurality of features corresponds to a defined interface which can be invoked from the visual customization tool.

4. (currently amended) The system according to claim [[2]] <u>23</u>, wherein the customized product ~~comprises~~ <u>includes</u>:

a parameter module generator for activating a portion of the plurality of features with custom values via a defined interface of each feature in the portion of the plurality of features ; and

a visual diagram generator for configuring the portion of the plurality of features that are activated by the parameter module generator to generate a state machine configuration.

Claim 5 (cancelled).

6. (currently amended) A method for managing content, comprising:

generating a customized product from a generic product [[at] by having a development <u>computer</u> site connect[[ing]] to a central <u>computer</u> site using a visual tool provided by said central·<u>computer</u> site, the customized product being based on a plurality of features associated with the generic product;

maintaining the customized product at said central <u>computer</u> site; [[and]]

~~testing the customized product at the central site~~

<u>triggering, by the development site through a test driver tool located at the central</u>

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computer site, a runtime engine at the central site to test the customized product; and

executing the test of the customized product, by the runtime engine.

7. (Original) The method according to claim 6, wherein the generic product includes a web site.

8. (Original) The method according to claim 6, wherein the generic product includes a protocol.

9. (Original) The method according to claim 6, wherein the customized product includes a customized web site.

10. (Original) The method according to claim 6, wherein the customized product includes a variant of a protocol.

11. (currently amended) The method according to claim 6, wherein generating the customized product further ~~comprises~~ includes:

selecting a portion of the plurality of features of the generic product;

specifying custom values for the portion of the plurality of features;

generating a parameter module based on the portion of the plurality of features and the custom values for the portion of the plurality of features, the parameter module activating the portion of the plurality of features with the custom values; and

constructing a visual diagram using the portion of the plurality of features, the visual diagram configuring the portion of the plurality of features to form a state machine.

12. (original) The method according to claim 11, wherein

the selecting is performed via a parameter module generator in a visual customization tool; and

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the specifying is performed through defined interfaces of the portion of the

plurality of features via the parameter module generator; and

the constructing is performed via a visual diagram generator in the visual

customization tool.

Claim 13. (cancelled).

14. (currently amended) The method according to claim [[13]] 6, further

comprising including:

generating, by the runtime engine, debug data based on the executing of the test

of the customized product;

displaying the debug data on a visual log viewer; and

debugging, by the development site, the customized product based on the debug

data displayed on the visual log viewer.

15. (currently amended) A computer-readable medium encoded with a program

for managing content, the program, which when executed, causing a central computer

site to comprising:

build[[ing]], by a development computer site connecting to [[a]] said central

computer site via a visual tool provided by said central computer site, a customized

product of a generic product, maintained at said central computer site, based on a

plurality of features associated with the generic product; [[and]]

trigger, by the development computer site through a test driver tool located at the

central computer site, a runtime engine at the central computer site to test the

customized product; and

execute, by the runtime engine, the customized product.

~~testing the customized product at the central site.~~

16. (currently amended) The <u>computer-readable</u> medium according to claim 15, wherein said build[[ing]] via a visual tool ~~comprises~~ <u>includes instructions which when executed cause the central computer site to</u>:

select[[ing]] a portion of the plurality of features of the generic product;

specify[[ing]] custom values for the portion of the plurality of features;

~~generating~~ <u>generate</u> a parameter module based on the portion of the plurality of features and the custom values for the portion of the plurality of features, the parameter module activating the portion of the plurality of features with the custom values; and

construct[[ing]] a visual diagram using the portion of features, the visual diagram configuring the portion of the plurality of features to form a state machine.

Claim 17 (cancelled).

18. (currently amended) The <u>computer-readable</u> medium according to claim [[17]] <u>15</u>, ~~further comprising~~ <u>including instructions, which when executed, cause the central site to</u>:

~~generating~~ <u>generate</u>, by the runtime engine, debug data based on the executing <u>of</u> the customized product;

display[[ing]] the debug data on a visual log viewer; and

debug[[ging]], by the development site, the customized product based on the debug data displayed on the visual log viewer.

Claims 19 - 21 (cancelled).

22. (new) A central computer site for housing generic product, comprising:

a visual customization tool that receives instructions from at least one

development computer site to create a customized product, wherein the customized product is based on the generic product and the visual customization tool makes customizations to features of the generic product to build the customized product;

a runtime engine to test a customized product after receiving instructions from the at least one development computer site;

a test driver tool for triggering the runtime engine to perform a test on the customized product; and

a visual log viewer for visually viewing debug data generated by the runtime engine and the debugger during the test on the customized product.

23. (new) A system for managing content, comprising:

at least one development computer site; and

a central computer site for supporting a generic product with a plurality of features, the central site including

a visual customization tool communicating with the at least one development computer site, the at least one development computer site interacting with the visual customization tool to generate a customized product of the generic product based on the at least one development computer site's selection of a subset of the plurality of features;

a runtime engine to perform a test on the customized product and generate debug data;

a test driver tool to trigger the runtime engine to perform the test on the customized product; and

a visual log viewer for visually viewing the debug data generated by

the runtime engine during the test on the customized product.